

ABSTRACT

A method of marketing comprises determining a cost of at least one item ordered by a user, calculating an amount of credit for use by the user to defray costs of its

marketing activities, the amount of credit being based on a cost of the ordered item,

5 providing data relating to the amount of credit to a computer system, and generating a

web page using the data provided to the computer system. The web page displays the

amount of credit available to the user for its marketing activities. Bonus credit may be

earned by the user to defray costs of its marketing activities by advertising a certain

item(s) during a predetermined time period or advertising an item for at least a

10 predetermined price.